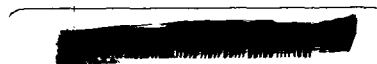


77AB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

----- X  
In the Matter of the Application of :  
  
AVON PRODUCTS, INC. :  
  
To Register :  
  
MEMORIES OF THE SEA :  
  
Serial No. 76/420,698 :  
  
Filed: June 14, 2002 :  
  
Published: February 11, 2003 :  
----- X



04-11-2003

U.S. Patent & TMO/TM Mail Rcpt Dt. #71

RECEIVED  
MAR 11 2003  
U.S. PATENT & TRADEMARK OFFICE

**REQUEST FOR FURTHER EXTENSION OF TIME TO OPPOSE**  
(In Triplicate)

BOX NO FEE  
Assistant Commissioner of Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

Attention: Trademark Trial and Appeal Board

Honorable Sir:

Potential Opposer formerly Belae Brands, Inc., and now by assignment successor in interest Esscentual Brands, LLC, 15458-A N. 28<sup>th</sup> Avenue, Phoenix, Arizona, 85053, does hereby respectfully request an additional extension of sixty (60) days, to and including June 13, 2003, within which to file a Notice of Opposition against the above-identified application. An

initial extension was granted through April 14, 2003.

The above-identified application pertains to the mark MEMORIES OF THE SEA for sachet and potpourri. Potential opposer owns Reg. Nos. 1,709,638 and 1,931,665 for potpourri and additional home fragrance products, and requires additional time, in light of ownership and management changes, to evaluate this prospective opposition. This extension request is for legitimate business purpose and not to delay.

Respectfully submitted,

**POTENTIAL OPPOSER  
ESSCENTUAL BRANDS, LLC  
SUCCESSOR IN INTEREST TO  
BELAE BRANDS, INC.**

Dated: April 9, 2003

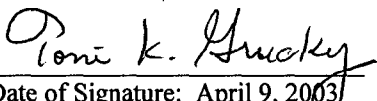
By: 

Steve Childs  
Co-President  
Telephone: (602) 889-4801

Certificate of Mailing Under 37 CFR 1.8(a)

I hereby certify that this correspondence is being deposited with the  
United States Postal Service as first class mail in an envelope addressed to:  
BOX NO FEE, Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513  
April 9, 2003.

Toni K. Grucky

  
Date of Signature: April 9, 2003